

PRESS RELEASE

Beiersdorf with a good start into 2021

- Sales growth in the first quarter of 2021 above capital markets expectations
- Strong demand from tesa's industrial business
- Guidance remains unchanged

Hamburg, April 7, 2021 – According to its provisional figures, Beiersdorf Aktiengesellschaft, Hamburg, achieved a substantial increase in organic Group sales of 6.3% (sales of €1,945 million) in the first quarter of 2021, which is above current capital markets expectations. Organic sales in the Consumer business segment climbed by 2.7% year-on-year (sales of €1,548 million), in particular driven by Beiersdorf's skin care business performing above market. The tesa business segment gained organic sales growth of 23.6% (sales of €397 million) primarily as a result of strong demand in its industrial business (Electronics and Automotive).

At this stage, a reliable full-year forecast for 2021 is still difficult in light of the limited visibility related to the continued impact of the COVID-19 pandemic. There are no changes to the forecast published in February 2021: In 2021, Beiersdorf anticipates positive sales growth in both business segments and at Group level. The EBIT margin is expected to remain at prior year's level in the Consumer business segment and in the Group (prior year Group: 12.9%; prior year Consumer: 12.3%), but to fall short of the prior year in the tesa business segment (prior year: 15.4%).

Beiersdorf will announce further information on the quarterly figures January-March 2021 on April 28, 2021.

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for more than 135 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand*, EUCERIN (dermocosmetics), LA PRAIRIE (selective cosmetics), and HANSAPLAST/ELASTOPLAST (plasters and wound care) are cherished by millions of people around the world day after day. Other renowned brands such as LABELLO, AQUAPHOR, FLORENA, 8X4, HIDROFUGAL, GAMMON, COPPERTONE, MAESTRO, CHAUL, and STOP THE WATER WHILE USING ME! round off our extensive portfolio. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company generated sales of €7,025 million as well as an operating result (EBIT) of €828 million in fiscal year 2020. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture and the Beiersdorf purpose "Care Beyond Skin." With its [C.A.R.E.+](#) business strategy, the company pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2019.